MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/2017

BEL1014 – ELECTRONIC COMMERCE

(All sections / Groups)

10th October 2016
2.30 pm – 4.30 pm.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages (including Header Page).
2. This question paper consists of FIVE (5) essay questions.
3. Please answer all questions.
4. Please write your answer in answer booklet.

QUESTION 1

Godiva is a business selling luxury chocolate in shops and through the Internet.

a) Describe the business model/s, revenue model/s and the **key** value proposition of the business (5 marks)

b) Discuss other revenue models (that Godiva.com is currently NOT using) and how Godiva.com might use them in order to generate more revenue. (5 marks)

c) Discuss how Godiva.com provides or can provide personalized service to its customers through its website. (5 marks)

d) Give at least **TWO (2) key** reasons for Godiva.com providing personalized services (5 marks)

(Total 20 marks)

QUESTION 2

With the high incidence of online security breaches, Mr Worry is concerned about the online security breaches for his company's website and online payment system. Explain the **SIX (6) key dimensions of Ecommerce Security**. For each of the dimension, give an example of security breach.

(Total 20 marks)

Continue ...

QUESTION 3

Maria Mokthar sells antiques in Tanjung Sepat. She is thinking whether she should invest in a website so that she can sell antiques online. She is thinking of spending RM 5,000 to set up a web-site. Would you recommend that she invest in the website? Explain **at least FIVE (5) benefits and THREE (3) limitations specific to the setting up a website to sell antiques online.**

(Total 20 marks)

QUESTION 4

a) Explain and discuss **at least TWO (2) key differences** between Traditional Media and Social Networking. (5 marks)

b) Does Social Networking provide value such that consumers want to use it? If yes, how? If no, explain your reasons. (5 marks)

c) How does Social Networking facilitates community? (5 marks)

d) How does Social Networking facilitates one: one marketing? (5 marks)

(Total 20 marks)

QUESTION 5

Taxi drivers and companies are protesting against Uber.

a) Explain the tendency for existing businesses to ignore disruptive technologies until it is too late. (5 marks)

b) Discuss **at least TWO (2)** strategies that taxi companies could adopt to counter these disruptive technologies. (5 marks)

c) Explain what is jobs-to-be-done theory using the illustration of hiring a milk shake. What jobs-to-be-done when people take a taxi? (10 marks)

(Total 20 marks)

END OF PAPER